

CLAIMS

1. Process for the application of a cosmetic product (1), in particular for skin care or hair care, the product being arranged on or in a carrier (2) capable of being applied to a surface to be treated, the carrier being substantially dry to the touch,
5 the process comprising the following steps:
 - applying a means of heating external to the carrier, in particular by microwave radiation, so as to raise the temperature at least of the product, and
 - applying the product to said surface.
- 10 2. Process according to claim 1, characterised in that the rise in temperature of the product enables the activation of at least one of the constituents of the product.
- 15 3. Process according to either of claims 1 and 2, characterised in that the rise in temperature of the product initiates or promotes the activity of at least one active constituent contained in the product, in particular promoting its release at the surface.
- 20 4. Process according to any one of claims 1 to 3, characterised in that the rise in temperature of the product enables liquefaction of the product.
- 25 5. Process according to any of claims 1 to 4, characterised in that the carrier is configured in the form of a sheet or a combination of several layers, in particular made of cellulose, foam, woven material, felt, non-woven material, or plastic.
- 30 6. Process according to any of claims 1 to 5, characterised in that the carrier is immersed in a liquid, for example water, before being heated.
 - 7. Process according to any one of the preceding claims, characterised in that the carrier is heated in a manner such that the product is brought to a temperature between 25°C and 100°C, and preferably between 30°C and 55°C.
 - 8. Process according to any one of the preceding claims, characterised in that the time for which the product is exposed to microwave radiation is between 1 and 150 seconds, preferably between 2 and 60 seconds, or between 3 and 25 seconds.

9. Process according to any one of the preceding claims, characterised in that the carrier is arranged on a grid (7) above a container (6) comprising a liquid vaporisable at a heating temperature of the microwave oven, the height of the grid relative to the level of liquid in the container preferably being adjustable.
10. Process according to claim 9, characterised in that the carrier is arranged on the grid and in that a lid (8) is arranged above this grid to define a closed volume between the container and the lid, around the carrier.
11. Process according to any one of the preceding claims, characterised in that the carrier includes on all or part of its surface an indicator (3) which changes its appearance, in particular its colour, as a function of the temperature reached.
12. Process according to claim 11, characterised in that the indicator changes state at a temperature lower than that to which it is desired to heat the product.
13. Process according to any of claims 11 to 12, characterised in that the indicator is made by printing or placing, on all or part of the surface of the carrier, an ink or a label comprising a thermochromic pigment
14. Process for the application of a cosmetic product (1), in particular for skin care or hair care, the product being placed on or in a carrier (2) capable of being applied to a surface to be treated, the carrier including two respectively non-occlusive application surfaces, and the process comprising the following steps :
 - applying a means of heating external to the carrier, in particular by microwave radiation, so as to raise the temperature at least of the product, and
 - applying the product to said surface.
15. Process according to claim 14, characterised in that the rise in temperature of the product facilitates liquefaction of the product.
16. Carrier on which or inside which is arranged a cosmetic product, in particular for skin care or hair care, said carrier being substantially dry to the touch and

capable of being heated in a microwave oven, the carrier comprising on at least part of its surface means capable of changing appearance, in particular colour, in response to an increase in temperature.

- 5 17. Carrier on which or inside which is arranged a cosmetic product, in particular for skin care or hair care, said carrier comprising two respectively non-occlusive application surfaces, the carrier being capable of heating in a microwave oven and comprising on at least part of its surface means capable of changing appearance, in particular colour, in response to an increase in temperature.